



Healthy Habits Assessment and Focus Group Questions

Purpose:

1. To identify effective methods to promote positive health behavior changes among WIC participants.
2. Use results as an outreach tool for local providers about what motivates their patients and local WIC participants (your shared population) to be healthy.

Concerns/Problem Definition:

- Providing education and information does not generally change behavior.
- Some healthcare professionals may lack confidence in patients' willingness to change behaviors.
- Some healthcare professionals lack time and skills to promote and support health behavior change.
- Some healthcare professionals report that current health messages/efforts are fragmented.

Methods: Both a healthcare professional and WIC participant needs assessment using focus groups (Note: Use responses for HH motivational interviewing worksheet for physician toolkit)

Expected Outcomes:

1. Reduce chronic disease risk factors through promotion and adoption of healthy habits for each day.
2. Establish family-centered, interdisciplinary wellness and health promotion approaches.
3. Reduce healthcare costs related to obesity and chronic diseases.

Assessment:

- **Existing programs:** Which wellness and health promotion programs and resources have demonstrated successful health behavior change among ethnically diverse, low income populations?
 - **Define health:** How do participants and professionals define healthy, health needs, health wants?
 - **Most important determinants:** What do participants and professionals believe is most important for becoming and staying healthy?
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Focus Group Script:

WIC and local physicians are inviting WIC families to share their ideas and opinions about health. Information that you share with us about health will be used to help WIC staff and physicians better serve you and your families.

Your participation does not affect your WIC benefits.
All participant information will be kept confidential.

Alternate Introduction for RDs and Physicians:

How we feel about health and wellness is important as we work to encourage shared patients and clients to choose to live healthy, active lifestyles. This activity will help (RDs)/(physicians) assess their own feelings about health.

Participant Assessment/Focus Group Questions:

1. What does a healthy person look like to you?
2. In the past, what has helped you to be or stay healthy?
3. In past, what has gotten in the way of you becoming and staying healthy?
4. How can WIC help you to look and stay healthy?
5. How can your doctor help you look and stay healthy?

Invite questions for future discussions about healthy habits for a better life for WIC participants and their families.

Registered Dietitian/Physician Assessment/Focus Group Questions:

6. What does a healthy patient look like to you?
7. In the past, what has helped your patients be or stay healthy?
8. In past, what has gotten in the way of your patients becoming and staying healthy?
9. How can WIC help your patients look and stay healthy?
10. How can you help your patients look and stay healthy?

Invite questions for future discussions about healthy habits for a better life for WIC participants and their families.